

MINERAL WATER TRADE

By FREDERIC J. HASKIN.

In no other way is the progress of the American people in their opposition to the microbe better exemplified than in the growth of the mineral water trade of the country. In ten years they have doubled their consumption of medicinal and table waters, to say nothing of the increased patronage of the watering places of the country that has taken place. The Geological Survey has gathered together statistics of mineral water production, and its figures show that over 55,000,000 gallons of bottled waters are consumed by the people of the United States, of which more than 52,000,000 gallons come from domestic springs. The experts at the survey claim that there is a mineral spring in the United States to which every one in Europe, and that there is no water on the latter continent for which America cannot offer a duplicate. The figures prepared by the survey are for 1907, and it is conceded that the depression of 1908 was felt about as much by the mineral water trade, and about as promptly, as by any other industry. But the sales for the present year are reported to be getting back to normal, and to indicate even a heavier consumption than ever before.

The great expansion of the mineral water trade is attributed to three main causes. First of these is the advertising that has been done. The expansion of the trade has simply kept step with the expansion of the advertising business. The second cause has been the increased number of people who are able to buy mineral waters. But most of all, it has been due to the increased interest of the American people in pure drinking water. Despite the gradual substitution of filtered water in the cities for the old-fashioned polluted supply, the consumption of mineral waters continued unabated. In Washington a complete filtration system has given the city as pure water as any large municipality in the country enjoys. Yet Washington mineral water stores concede that they have never sold so much water as they have been selling since the filtration plant went into operation. The prohibition movement is also said to be responsible in a measure for the increased trade in mineral water.

Four States produce about one-half of all the mineral water entering into the commerce of the country. Minnesota ranks first with nearly 10,000,000 gallons to her credit. New York second with 7,000,000 gallons and Wisconsin is close third. Massachusetts produces 4,500,000 gallons, and Virginia over 2,000,000 gallons. Indiana is in a class all its own in the price it gets for mineral waters, which is 55 cents a gallon. West Virginia is its closest competitor, with an average price of 50 cents. The average for the United States is 15 cents a gallon. Only four States average more than 30 cents.

It is generally conceded that purity is about the only pre-requisite to the successful exploitation of a table water, and after that it all depends upon advertising. A hillside spring that has hitherto rendered no more important service than to supply water for a farmer's stock may be transformed into a paying spring, with its output limited to a meager 500 gallons per annum, by a marketing of 50 cents per gallon. In twenty-five years the number of springs in the United States furnishing medicinal or table waters on a commercial scale has increased from 19 to 600, and the production has increased more than sevenfold. In addition to the sales of water the listed springs of the United States have accommodations for 70,000 guests. The great majority of these are open only five months in the year. The source, perhaps as many springs which are resorts, and which do not sell mineral water, as there are that do. It is probable that more than 50,000 people visit the medicinal springs of the country in a period of at least two weeks. In the South these resorts become the social headquarters during the summer and the allurements of the seaside can never take their trade away from the mountains. But those romantic days have passed with the generation that knew them.

It has been estimated that there are 10,000 springs in the United States whose waters might have a commercial value. If every city in the United States used as much bottled water in proportion to the population as do the cities of Minneapolis and St. Paul it would take the combined flow of all these to supply the demand. It is the heavy use of table waters in these two cities, supplied from large springs close by, that makes Minnesota the premier water producing State of the Union.

Some three centuries ago the world did not understand where all the water that supplied the springs of the earth came from, and men began to figure that they would grow dry. But Halley, the eminent English scientist who discovered the great comet which bears his name, figured out that the evaporation from the sea was sufficient to supply all the springs and streams of the world so long as the process went on. And then mankind has rested easy on that score. It is a peculiar fact that the mineral waters of the country are never contained in the amount of mineral they contain. Under the pure food law the mineral water trade has been carefully watched for evidences of misbranding. In many instances waters have been seized that did not measure up to the branded statements, and yet the vendor was perfectly innocent of any fraud. Analyses made ten years ago might well have shown everything just as claimed, but since that time there may have been such a deterioration as to render it a very different water. Or the water may be strong of mineral at one time and weak at another, strong in a dry season and weak in a wet season. It is this variability of mineral waters that has led the physicians to prescribe drugs possessing the same properties instead of the water itself, though there are few waters for which it is difficult for them to offer a substitute.

Hydrotherapy, or water cure, has been a favorite in the therapeutic world for many a year. A recent case possesses considerable interest. A New York invalid was told by his physicians that his days were numbered, and that he had just as well prepare for the inevitable. One of them, however, stated that if he could drink a gallon of a certain kind of water every day for two years he might get well. He tried it, and after drinking 2,520 quarts of water in two years was pronounced entirely cured of his malady. There are many curious things in the mineral water world. Logansport, Ind., boasts of a well that produces two different kinds of water. The only other American well or spring of this sort is in Hamilton County, Ohio, about fifteen miles north of Cincinnati. Even Alaska has its mineral springs in profusion, and one of them has already been opened up in a commercial way. Its products has gained considerable reputation as a table water. Shenandoah County, Va., has a "spring which is known as the Powder Spring, and its water has such a strong

of a great New York State resort, whose name is familiar in every household in the land. It was the summer political headquarters of the Empire State in years gone by, but the anti-racing campaign has put an end to its prestige and to its attraction for the people who have time and money at their command. Consequently there is now a bill before the New York legislature for the purchase of this great resort by the State. Of course the initiated understand that the owners find it an investment shorn of its profits since its race tracks were closed.

Perhaps the most famous springs are those at Baden Baden, Germany. There are twenty-two of them, and they have their source some 5,000 feet below the surface in beds of granite. This is said to be the best example of the health resort par excellence in the world. People from every part of the globe visit them, and they leave millions of dollars behind them. The great bathing establishments there give more than a hundred thousand baths a year, about two-thirds of the bathers being men. It is the belief of those who have studied the resort systems of Europe that they could be duplicated in America if the proper methods of exploitation were used. They are certain that there are many springs in America which possess every advantage of climate, quality of water, accessibility, and attractiveness of scenery that is possessed by the European spas.

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To-morrow—Homes for Animals.

DAD.

Dad is growing old and weary and there's silver in his hair, and his eyes are always solemn, he has seen so much of care; he has seen so much of sorrow, he has known so much of tears, he has borne the heat and burden of so many bitter years; Dad's already in the twilight of life's little fleeting day, and perhaps we'll often ponder, when his load is laid away, on the steps we might have saved him when his feet and hands were sore, on the joy we might have given to the heart that beats no more. We'll recall a hundred errands that we might have gladly run, and a hundred kindly actions that we might have gladly done; we'll remember how he labored, while the boys were all at play, when the darkness hides him from us at the closing of the day.

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WASHINGTON CHAT.

By THE SPECTATOR.

A distinguished visitor in town is Alfred East, R. A., the English landscape painter, whose picture, "A Passing Storm," is familiar to all those who have visited the Luxembourg. Mr. East is a fine-looking man, tall and graceful, with the manners and bearing that world-wide travel give. He comes from the old market town of Kettering, in Northamptonshire, where the parish church, which dates back to the fifteenth century, tempts people from the beaten track of travel.

Mr. East received his first instruction in his profession, at the Government School of Art in Glasgow, which was supplemented by a course at the Ecole des Beaux-Arts, in Paris, where he studied with Flourens and Bouguereau. There is perhaps no English artist better known outside of his own country than Mr. East. He is an associate of the Societe Nationale des Beaux-Arts of France, has been decorated by the kings of Italy and Spain, and was a gold medalist at the exhibitions in London, Paris, and Munich. Mr. East is a busy, energetic and prolific worker, and now, nearing sixty, paints with the same passion that dominated him in youth.

The Queen of Spain is a great admirer of this talented artist, and not long ago wrote and suggested that he visit that country, asking at the same time if there was any way in which she could serve him. Mr. East promptly replied, yes, she could serve him by making it as comfortable for him to paint as possible, and upon assurance that she would, he packed his easel and started off for the land of Castile. At the very first town he stopped, the mayor of the city waited upon him the morning after his arrival, when he was still in bed, and asked to see him. He could do for his comfort. "Give me the best policeman you have," said Mr. East, "to carry my traps and to keep the small boys away; that is all I shall require."

Not one, but two policemen were detailed for his service, and the chief of police made his tour of Spain. Mr. East has what he calls his "tea studio" in London, but his work is done in his "work studio" in the Cotswold Hills.

A grizzled veteran of the G. A. R. and two exemplary women—one could tell they were such by the very set of their clothes, the precision of their movements, the angles of their noses, and the grim lines about their colorless mouths—probably his wife and sister-in-law, stood before Kenyon Cox's tympanum. "The Arts," in the north end of the main corridor of the Library of Congress, on Tuesday afternoon.

"What's that?" asked the younger of the two women, pointing to the picture. "Them's ancient," replied the old man, staring hard at the graceful figures. "Ancients, fiddlerssticks," said the other woman, "them's hussies. Come along, pa."

COMING ATTRACTIONS.

"Merely Mary Ann."

When the curtain rises Monday night next upon the Columbia Theater's production of Israel Zangwill's successful play, "Merely Mary Ann," Manager Berger believes that he will offer to his patrons one of the most complete productions of comedy ever seen in this city at popular prices. The play is the one in which Eleanor Robson, has attained renown during the past few years, and enjoyed one of the longest and most successful runs that New York has recorded. It is largely through Manager Berger's personal efforts that the play is now available for stock production, the Columbia Players being the first performers outside of Miss Robson's company to undertake the parts.

The comedy is in four acts, the first three being in a cheap lodging house in London, and the fourth the magnificent setting of an English rural mansion. After the high commendation that has been extended to Miss Julia Dean, by both press and public, on her acting of Lady Babbalanza in "The Little Minister," this week, theatergoers will be prepared for an even more charming "Mary Ann." Miss Ethel Wright, the ingenue, will shed trousers for the more becoming frocks of her sex in assuming the part of Rose, the daughter of Mrs. Leadbeater, which latter part is assigned to Miss Sidney. The company will be augmented for the occasion, and all of the old favorites will be provided with suitable parts. There will be the usual matinee Thursday and Saturday.

National—"The Highwayman."

"The Highwayman," another Smith and de Koven success, will be the third weekly offering of the Aborn Opera Company at the New National Theater. This work was originally presented with great success at the Broadway Theater, New York, where it enjoyed one of the longest runs, and subsequently toured the country with equally gratifying results for several seasons. The Aborn management acquired the rights and production of this opera some years ago, and on several occasions included it in their repertory in Washington, where it is pleasantly remembered as one of the most delightfully original comic operas of later days, full of de Koven's bright and tuneful music and an abundance of the meat called comedy that is so necessary to this form of entertainment. The famous character of Foxy Quiller, first conceived in this opera, and afterward perpetuated in other presentations, will be assumed by William Herman West, whose quality of the high artistic character of this ludicrous role is remembered since his appearance in it here some years ago. In "The Highwayman" there are three stellar parts, all affording varied opportunities to three artists of widely different accomplishments. Foremost of these is the prima donna role of Lady Constance, in which Helen Bertram will be appropriately placed, and the other two are the title part of Dick Fitzgerald, known as Capt. Scarlet, the highway, to be assumed by Forrest Huff, and Mr. West's role. The ludicrous mistakes of Foxy Quiller and his Bow street constables, on the one hand, and of Capt. Lovelace and his soldiers, on the other, in attempting to catch the shifty and cashing highwayman, always arresting somebody on suspicion, but never securing the right party, present the strong comedy elements in "The Highwayman." Other members of the cast will be Fritz von Busing, Howard Chambers, Eugene Francis, Osborn, Sol Solomon, John Phillips, and J. S. Donnelly.

Belasco-John Mason in "The Witching Hour."

At the Belasco Theater next week, Mr. John Mason plays a return engagement in Augustus Thomas' powerful telephonic drama, "The Witching Hour," undoubtedly the most talked of theatrical offering of the present day. It had been the intention of the Messrs. Shubert to close the company at the end of its present engagement in Philadelphia this week, but repeated requests for another

Chase-Yandeville.

Chase's next week furnishes a magnificent closing bill, the stellar attractions comprising "Happy" Nat M. Wills, Eva Taylor, and her players, Volia, Herman Meyer, Cornelia, and Eddie, "Nonetto," Evans and Lee, and "The Scottish Highlands," by the American vaudeville. Nat Wills is always the harbinger of hilarity for his home town, and for the forthcoming engagement promises a new act of amusing anecdote, parody and persiflage. The added attraction will be the clever and well-known comedienne, Eva Taylor, and a capable supporting company. In "Chorus," a famous curtain raiser comedy, secured by arrangement with Charles Frohman. Another special feature of moment is the noted electric wizard, Volia, and it is said that his demonstrations of his immunity from live wire currents keenly interest his observant audience. Herman Meyer, a German musical genius, will show his cleverness in an act containing many dashes of comedy. His concluding feature, "The Chicken Party," is said to be unique and surprising. Cornelia and Eddie will introduce a humorous presentation, and "Nonetto" is likely to prove greatly admired and appreciated. Evans and Lee will submit a graceful dancing turn and the motion pictures will add to the general enjoyment. The advance sale of reserved seats is in progress.

Rose Melville in "Sis Hopkins."

"Sis Hopkins," that delightful rural comedy drama, comes to the Academy on Monday, May 17, for an engagement of one week, with Miss Melville, the originator of the quaint country girl, playing the title role. This is the tenth season that "Sis Hopkins" has been presented, and everywhere. Miss Melville is greeted with crowded houses. The story of the play is a plain, unvarnished tale of the simple life of the people of Posey County, Ind., where Sis was born and brought up. In the action of the piece there comes into the life of this homely girl an unscrupulous man, who, trading on her affection, endeavors to defraud her of a pitifully small bit of meadow land. Discovering his treachery, Sis, whose philosophy brightens his life, leaves her home to go out into the world to learn at first hand what it is really like. Clad in the homespun of the farm, she departs, and returns an accomplished, gowning young woman of the world. The play abounds in situations of dramatic intensity, comedy, and quaint philosophy.

The Lamb's Gambol.

The first acts to be disposed of for the Lamb's all-star gambol at the New National Theater Thursday afternoon, May 27, will be held at auction on the stage of the theater Friday afternoon, May 28, at 5 o'clock. Prominent actors, singers, and comedians will take part. Following the auction sale, the single tickets will be placed on sale at the box office Monday morning, May 24, at 9 o'clock promptly.

Years ago, when McCullough was playing "The Gladiator," the part in which Robert Downey subsequently played, a feature of the production was the Fighting Gaul, as it was realized by William Muldoon, the world's champion wrestler. Muldoon was a perfect reproduction of the well-known figure in the celebrated picture of Gerome.

It will be in a costume somewhat similar to that that Muldoon will captain the guard which will accompany the bier of Caesar in the Lamb's all-star production of the funeral scene from Shakespeare's "Julius Caesar." Muldoon will be supported by four men almost as gladiatorial in make-up as he is himself. These four men will be Eugene Cowles, Frank Belcher, Maelyn Arbuckle, and William Stewart. The bier will be borne by four heroic African slaves. The web of sixty

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| Pongee dresses, worth up to . . . \$35.00 | Striped panama suits, worth up to \$25.00 |
| Fancy taffeta dresses, worth up to \$25.00 | Chiffon panama suits, worth up to \$30.00 |
| Embroidered linen dresses, worth to \$20.00 | Storm serge suits, worth up to . . . \$25.00 |

opportunity to witness the play in this city.

Induced them to extend the tour one more week. The theme of the play is still being talked about among local theatergoers, and the play's fascination and long run in New York is now understood. Every character in "The Witching Hour" is as clear cut as a cameo, and with the aid of a company of players of established reputation, Mr. Thomas has been enabled to more easily make assured his position among the great American dramatists. The same original Hackett Theater Company and production will accompany Mr. Mason in his second engagement here.

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all-stars will be led on either side by

Dustin and William Farnum. Among the citizens will be such well-known actors as Lackaye, Hilliard, Courtleigh, Joe Miron, David Belasco, Arthur Byron, Cyril Scott, and others. All of this will be to support the oration, which will be delivered by De Wolf Hopper, following the Brutus oration by James O'Neill.

Corra Shreve's Annual May Carnival.

Tickets for Miss Cora B. Shreve's annual May Carnival, will be placed on sale at Chase's Theater Tuesday morning, May 25, at 9 o'clock promptly. The carnival will be given the following Thursday, Friday, and Saturday, and the offering this year Miss Shreve will have over one hundred juvenile dancers on the stage.

Bowery Burlesquers.

"Too Much Isaac" is the title of the musical comedy in which the Bowery Burlesquers will appear next week at the Gypsy Theater. Ben Jansen, the popular little Hebrew comedian, will appear in the role of Solomon Isaacs, a role in which he has met with great success during the past two seasons. The cast will also include Charlie Jansen, Harry Hills, Ed Fitzgerald, Eddie Conner, Nelly Limbach, John Quinn, Fred Russell, Lillian Held, Norma Bell, Josie Kine, Edna Gray, and Gertrude Hart, while the chorus will contain an array of pretty girls, well trained in the art of making themselves pleasing to the public.

Octoroon Burlesquers.

The Octoroon Burlesquers will be the attraction at the New Lyceum Theater next week, headed by Della Reed, and Dixie, with a company of colored singers and dancers. As an extraordinary feature, Manager Kernan has engaged Choctea, a noted dancer.

LEGS GROW SHORTER.

Physiological Fact is Discovered

Accidentally in Baltimore.

From the Baltimore News. As a man grows older his legs grow shorter. This is a physiological fact, and Baltimore is the seat of its discovery. It all came out accidentally when a man walked into a Baltimore street clothing store to-day and called for a pair of trousers, 32 length. He tried them on. They dropped on his shoes in a baggy fold. "They're not 32!" he exclaimed. "Up," insisted the man, as he came up with a tape measure; "but," running the measure quickly over the inside seam line, you're not 32 yourself."

"I'm not 32! Why, you're off! I've been 32 for the last six years."

"Jesse," said the man, "And now you're 31-1/2. You've lost half an inch length."

The customer surveyed the man's face with a "quit-your-kidnin'-me" expression. "Honestly," said the man, "It's a fact that as a man grows older his legs grow shorter. Ask any tailor in town, and he'll tell you the same thing."

A veteran tailor—a man who has measured men's legs for years and years—was hauled up.

"It's a fact," he said, "I don't know just how to account for it, but it is a physical fact that a man's legs grow shorter every year he lives, if he is an average man. Myself, for instance—I am not old, not forty even, but I know my inside seam measurement is three-quarters of an inch shorter than it used to be. I'm not overcompensated, either. I think growing corpulence accounts for it. As a man develops a rounder figure, fat develops on the upper part of his legs, and our measurement from the fork of the trousers down has to be reduced accordingly, the growing fat absorbing considerable of the actual length. And just as the leg length is reduced, the length over the abdomen and hips are increased, because it takes that much more goods to make the distance."



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